

NATIONAL GUARD

RECRUITING ASSISTANCE PROGRAM

Guard Recruiter Assistant Program Talking Points VI.7 – page 1 of 7

Guard Recruiter Assistant Program, G-RAP, is a contracted pilot recruiting program with a sponsorship component available for enlisted Prior Service (PS) and Non-Prior Service (NPS) recruiting efforts. The RA applicant will be verified and hired by a contractor, not the ARNG. It is a transformational approach to filling our ranks.

G-RAP PROGRAM TERMINOLOGY:

This document uses the following terminologies and acronyms:

Recruiting Assistant (RA) – an individual who has been hired by the contractor (Docupak) and who has completed the online training at www.GuardRecruitingAssistant.com and who is engaged in their community for the purpose of bringing potential Soldiers to their local RRNCO.

Potential Soldier (PS) – an individual who is interested in becoming a Soldier in the ARNG who the Recruiting Assistant has developed a relationship with and who is in the process of becoming an applicant.

Prior Service Soldier (PSS) – an individual who is interested in becoming a Soldier in the Army National Guard who has prior military service experience and who the Recruiting Assistant has developed a relationship with and who is in the process of becoming an applicant.

Applicant – a potential Soldier or Prior Service Soldier who has decided they would indeed like to attempt to qualify to become an ARNG Soldier by going to the Military Entrance Processing Station (MEPS).

New Recruit – a potential Soldier who has enlisted into the ARNG and is awaiting shipping to BCT or a Prior Service Soldier who has enlisted into the ARNG and is either awaiting first drill or actively attending recurring drill dates.



The Guard Recruiting Assistance Program is administered by:
Docupak, Inc.
10 Commerce Drive
Pelham, AL 35124

(888) 291-6004

This is not a unit referral program. This is an Army National Guard Recruiting Assistance Program.

NATIONAL GUARD

RECRUITING ASSISTANCE PROGRAM

Guard Recruiter Assistant Program Talking Points VI.7 – page 2 of 7

KEY TAKE AWAY POINTS:

It is a truly transformational way of filling our ranks.

The ARNG does not fit the traditional Army recruiting models – we're a community based force.

It is a “strength from within tradition” that has grassroots in the community and ARNG.

- The initial program will start with 19 pilot states – 5 next week (IA, KY, MO, ND, WV) and 14 more (AL, CO, FL, GA, IN, LA, ME, NH, NY, OH, PA, TX, WI, WY) by the end of January 2006.
- G-RAP is not a cold calling system or referral program. G-RAP is not centered on “old fashioned” cold calling or an individual just providing a name to a RRNCO.
- G-RAP's initial hiring phase and effort will be centered on a “Strength from Within” concept, focusing on the individual strengths and values of our Army National Guard Soldiers and their abilities to recruit among their peers and spheres of influence.
- The program is expected to be rolled out to all 54 states and territories by the end of FY06.
- The intent of the ARNG is to dramatically change how we recruit new Soldiers and maintain our end strength.
- G-RAP will provide opportunities to traditional drilling Guardsmen to be hired by a civilian contractor as a “Recruiter Assistant” (RA). It is strictly on a VOLUNTARY BASIS.
- A RA is required to complete an established on-line training program that will cover Ethics, Guard and Army Values and duties/responsibilities of the RAs. The RA applicant will be verified and hired by the contractor, not the ARNG. After completing the online training, the qualified RA will receive a personal Debit Cash Card with \$50 credit for successfully completed the training. The contractor will then send a New Hire Kit to the new RA which contains support tools for the RA to use in promoting the ARNG. All future payments for Recruiter Assistant productivity will be credited to this debit card or direct deposit.
- Each RA will cultivate NPS or PS candidates from their individual networks and centers of influence by sharing their personal/Guard/military/life experiences and offering the candidate opportunities in the Guard.



The Guard Recruiting Assistance Program is administered by:
Docupak, Inc.
10 Commerce Drive
Pelham, AL 35124

(888) 291-6004

This is not a unit referral program. This is an Army National Guard Recruiting Assistance Program.

NATIONAL GUARD

RECRUITING ASSISTANCE PROGRAM

Guard Recruiter Assistant Program Talking Points VI.7 – page 3 of 7

- Once a potential (NPS/PS) Soldier is both identified and pre-qualified, the RA brings the potential Soldier to a Guard RRNCO to further discuss enlistment options and begin the enlistment process. The potential Soldier (NPS) must take the ASVAB test and process thru a MEPS. The results of their ASVAB scores and/or MEPS physical will determine their eligibility for jobs, incentives and bonuses. The RA does not guarantee or commit incentives, jobs or bonuses on behalf of the ARNG. That role is done by the RRNCO and the MEPS Guidance Counselor.
- Once the NPS/PS potential Soldier enlists into the Guard, the RA receives an initial payment of \$1,000 on a debit card previously given to the RA.
 - NPS: A second payment of \$1,000 is made to the RA upon ensuring a NPS candidate arrives for his or her Initial Entry Training date (IET, also called Basic Combat Training (BCT).)
 - PS: For all PS applicants, the RA acts as a liaison to ensure the applicant gets oriented to his/her new unit and life in the Guard and when the PS Soldier completes his/her 4th consecutive drill period, the RA will receive another payment of \$1,000 to the debit card.
- The RA will act as a dependable and constant liaison with the New Soldier during the time until he/she reports for their IET. This is a critical bond that will last beyond the NPS's IET period. The RA will act as a liaison for the PS Soldier as well during the time they are integrated and acclimated to their new Guard Unit.
- The RA goals are to ensure:
 - All NPS applicants who enlist “get across the finish line” – meaning that they are prepared for attending and completing their initial training successfully. This is the start of a new lifestyle and military experience. The RA will be essential to ensuring the applicant is oriented and prepared to succeed in the ARNG.
 - All PS applicants complete their first four consecutive months of drills and are welcomed/integrated into their new unit as a member of the ARNG team.



The Guard Recruiting Assistance Program is administered by:
Docupak, Inc.
10 Commerce Drive
Pelham, AL 35124

(888) 291-6004

This is not a unit referral program. This is an Army National Guard Recruiting Assistance Program.

NATIONAL GUARD

RECRUITING ASSISTANCE PROGRAM

Guard Recruiter Assistant Program Talking Points

VI.7 – page 4 of 7

QUESTIONS & ANSWERS

- 1) Is this a temporary program to fix the recruiting shortfalls?
 - a) No, this program is not scheduled to be a temporary fix to any particular problem. This program is a new way for the Guard to further solidify and improve a networking process.
 - b) The current program will evolve over the next year to determine and test new and different methods of recruiting.
- 2) Are we buying enlistments?
 - a) No, we spend money today to generate leads in other ways through advertising and other mechanisms on top of our grassroots efforts with local communities. The intent of this program is to focus the traditional recruiter's efforts more on the processing aspect of enlistments. Currently a recruiter in the Guard spends about 80% of their time on "prospecting" and 20% on processing.
 - b) The Guard sees this Program as a very cost efficient opportunity to provide incentives for the prospecting effort of enlistments through a contracting vehicle. We are shifting more of the traditional recruiter efforts to the processing part of the enlistment of candidates.
- 3) Is this costing more money?
 - a) No. In the last 2 years we have increased our number of recruiters from 2,700 to 5,100. There has been a considerable increase in associated costs not just for salaries but for all the associate resources to include increased automation and office space requirements.
 - b) We've shown that we can increase recruiter strength, but they are still doing two jobs. This contract allows for us to pay as we go for the prospecting part of the enlistment process.
 - c) The Guard will be able to reduce its full time recruiter force (which will be processing enlistments) and shift/redirect jobs back to the Global War on Terror, Homeland Security and other domestic efforts where our Citizen Soldiers are also in high demand.
 - d) We could choose to spend more money toward advertising or other mechanisms, but we are shifting how we are doing traditional recruiting.



The Guard Recruiting Assistance Program is administered by:
Docupak, Inc.
10 Commerce Drive
Pelham, AL 35124

(888) 291-6004

This is not a unit referral program. This is an Army National Guard Recruiting Assistance Program.

NATIONAL GUARD



RECRUITING ASSISTANCE PROGRAM

Guard Recruiter Assistant Program Talking Points VI.7 – page 5 of 7

4) Why couldn't we do this before? Is this legal?

Yes, this is legal. We have not done it before because we have not needed to grow our force as we do today. We are nearly 17,000 Soldiers from our end strength goal of 350,000 Soldiers.

5) How can we legally pay Guardsman for recruits?

We are not paying Guardsman for recruits. This is contract for contract employees to serve as RAs. The RAs may or may not be Guard members who are paid in a civilian capacity, thereby not violating any fiscal or appropriation laws. We are not paying Guardsmen. We are providing incentive to contracted Recruiter Assistants. The Army began using full-time contractors to serve as recruiters a few years ago and we have evolved that concept into a program that more appropriately meets the unique nature of the ARNG.

6) How are the RAs trained? Is there any training?

Yes, the RAs will be required to complete an online training curriculum. A RA will be qualified by completing established on-line training that will cover Ethics, Guard and Army Values, Standards of Conduct and duties/responsibilities of the RAs. The RA applicant will be verified and hired by the contractor. After completing the online training, the qualified RA will receive a personal VISA Debit Card by mail with the amount of \$50 credited to it.

7) What mechanisms are in place to prevent fraud?

Automated tracking mechanisms are in place and monitored by the contractor charged with this program and areas of oversight.

8) Won't this displace and replace regular recruiting forces?

No, the traditional recruiting force cannot be replaced or eliminated. However, it will shift their focus more onto the processing aspect of their current job requirements. Currently, Recruiters spend about 80% of their time prospecting for future applicants and the remaining 20% processing those applicants for enlistment. The G-RAP will present a dynamic shift in the way the Guard may conduct recruiting by focusing prospecting efforts among the total Guard force with the processing piece being handled by current recruiters. This will present a significant cost savings opportunity to the Guard by allowing the manpower build-up of ADSW recruiters to be shifted to other important GWOT missions.



The Guard Recruiting Assistance Program is administered by:
Docupak, Inc.
10 Commerce Drive
Pelham, AL 35124

(888) 291-6004

This is not a unit referral program. This is an Army National Guard Recruiting Assistance Program.

NATIONAL GUARD

RECRUITING ASSISTANCE PROGRAM

Guard Recruiter Assistant Program Talking Points VI.7 – page 6 of 7

9) How will they be paid?

Payment of training certification and all incentive payments will be made via deposits to a Debit VISA Card in the name of the RA. This card is received only after having been certified thru the online training process.

10) Is there a limit to the number of recruits on RA can produce?

No, a RA is not limited to the number of prospects or associated incentive payments.

11) Can RAs wear their uniforms to recruit as a contracted employee?

- a) No, a RA cannot actively recruit when on military time or in uniform.
- b) All RA activities must be on Citizen Time, not Military Time.
- c) Any soldier on Drill status, AT Status or ADSW CANNOT solicit recruits as a RA.

12) Can AGR personnel recruit as assistants also? Isn't this a conflict of interest?

Yes, this would be a conflict of interest and no, AGRs cannot participate. AGR Soldiers and State/Federal Technicians are not eligible to become qualified as RAs. Neither are any ADSW personnel working for state recruiting commands or at NGB-ASM.

13) Can M-Day officers apply to be a RA?

Yes.

14) The question to ask is “who is excluded from participating and becoming an RA”.

- a) AGR, ADSW, MIL TECH and immediate family members of FTTRF are not currently authorized to participate in G-RAP. Part of the online application requires the applicant to certify they are not in any of the above mentioned positions. Part of the evaluation of the applicant will be to determine the validity of this disclaimer.
- b) Any soldier on Drill status, AT Status or ADSW CANNOT solicit recruits as a RA.
- c) The work as an RA must be on Citizen Time, not Military Time.



The Guard Recruiting Assistance Program is administered by:
Docupak, Inc.
10 Commerce Drive
Pelham, AL 35124

(888) 291-6004

This is not a unit referral program. This is an Army National Guard Recruiting Assistance Program.

NATIONAL GUARD

RECRUITING ASSISTANCE PROGRAM

Guard Recruiter Assistant Program Talking Points VI.7 – page 7 of 7

- d) Teachers, Guidance Counselors, Professors, educators and coaches are excluded from being able to serve as RAs given this is a conflict of interest – this will be verified during the training verification process online.
 - e) Guard Soldiers who are flagged for weight or any other adverse action (except that of criminal actions) are not prohibited from qualifying online and working as a contracted RA.
 - f) In following phases, hiring efforts will focus on hiring non-Guard members and members of the American Public by advertising job opportunities on public access web sites and other public media outlets that have target audiences that are knowledgeable of the military.
- 15) Can AGR, Techs, ADSW, mobilized Soldiers and other interested parties who are not eligible to be RAs take the online RA training for educational purposes?
- a) Yes. By submitting their name, email address and occupation online at www.GuardRecruitingAssistant.com/training.php, interested parties not eligible to become RAs may review the same training required of Recruiting Assistants.
- 16) Who can RAs Recruit? Who can't they recruit?
- a) Currently the test pilot program is set up to provide incentives to RAs only for recruiting enlisted applicants who are either PS or NPS – officer accessions are not included in the current scope for incentives. Later phases will include officers.
 - b) PS applicants brought by an RA must have cleared the RCCC at the active post where they ETS from before the PS applicant is an eligible recruit for the RA incentive.
 - c) The program is being further looked at for development to include incentives for recruitment of Prior Service officers as well.



The Guard Recruiting Assistance Program is administered by:
Docupak, Inc.
10 Commerce Drive
Pelham, AL 35124

(888) 291-6004

This is not a unit referral program. This is an Army National Guard Recruiting Assistance Program.